

## ABSTRACT

KHAIRIDA. Marketing of Multipurpose Tree Products Developed by Agroforestry system in Lampung Province. Under the direction of DUDUNG DARUSMAN and JAMES ROSHETKO

The objectives of this research were to study marketing channel for multipurpose trees product with agroforestry system, to analyze market integration through vertical price correlation and price transmission elasticity, and to analyze the efficiency of multipurpose tree product marketing system in Lampung.

The research was conducted on October until November 2001 at eight selected regencies, seventeen districts and twenty one villages in Lampung Province which were the center of production areas of multipurpose tree produced by community forest. Analysis method for data are kualitatif (market organization) and kuantitatif analysis (marketing margin, price correlation coefficient, price transmission elasticity, and econometric (simple regression). The dominance multipurpose tree species were Petai (*Parkia speciosa* Log), Jengkol (*Phitelobium piringa*), Jackfruit (*Artocarpus integra*), Melinjo (*Gnetum gnemon*), Candlenut fruit (*Aleurites moluccana* Wild), Sugar palm (*Arenga pinnata*), Cinnamon (*Cinnamomum burmanii*).

The patterns of marketing channel had five channels: farmers → end consumer (1<sup>st</sup> Channel), farmers → collector trader 1 → end consumer (2<sup>nd</sup> Channel), farmers → collector trader 1 → collector trader 2 → end consumer (3<sup>rd</sup> Channel), farmers → collector trader 1 → collector trader 2 → grocer trader → end consumer (4<sup>th</sup> Channel), farmers → collector trader 1 → collector trader 2 → grocer trader → retailer trader → end consumer (5<sup>th</sup> Channel).

Margin distribution analysis showed that the highest price level that the highest price level received by farmer was at channel 1 for Petai (81,78 %), Jengkol (91,66 %), Melinjo (36,96 %), Candlenut fruit (89,88 %), Sugar palm 77,14 %, Jackfruit (80 %).

According to market integration analysis (price correlation between price at consumer and farmer level high. Those results showed indicates of imperfect competition and imperfect market system